

**Notice of References Cited**Application/Control No.  
09/389,942Applicant(s)/Patent Under  
Reexamination  
MEYER ET AL.Examiner  
Todd IngbergArt Unit  
2124

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**NON-PATENT DOCUMENTS**

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	U	Documentation for ID3Lib 3.05 by Dirk Mahoney, pages 1- 18, November 22, 1998
	V	"What Makes People Click Advertising on the Web", Jim Sterne, pages 1 - 12, published 8/22/1997
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.